How discerning are you?

Right now an ordinary dry cell is working for you, in a bell, a buzzer, an instrument, an emergency light, or any one of a thousand applications around your home, your plant, your office.

Twins of that dry cell are working equally well at the far ends of the earth. They are doing important jobs reliably, in the Antarctic, at outposts nearest the North Pole, in the steaming tropics, in the salty mists of the high seas, in the remote orient.

How the little terminal knurls behave under such extreme conditions is highly important. They've *got* to be right, always. So they are made of Alcoa Aluminum. And they actually cost the manufacturer less than when made of a less satisfactory metal.

These knurls were made on automatic screw machines from a special free-cutting alloy developed by Alcoa research.

There is a whole family of other alloys of Alcoa Aluminum, each specially developed to do a particular job better than any other material. They, too, are the result of a continuous research activity devoted to making the natural lightness of Aluminum, and its inherent resistance to corrosion, more useful to everyone. Aluminum Company of America, 2102 Gulf Building, Pittsburgh, Pennsylvania.

ALCOA

ALCOA · ALUMINUM

One SET A PRECEDENT

Two MARKS A TREND

● From Los Angeles to New York in just 56 hours and 55 minutes is the record of the six-car all-Aluminum Streamliner train of the Union Pacific System.

Speeds as high as 120 miles an hour were attained; average speed for one 508-mile run was 84 miles per hour; grand average speed was 62 miles per hour, running time.

The less-than-forty-hour run from Los Angeles to Chicago will be standard schedule when this and its sister-trains go into regular service.

This second Union Pacific all-Aluminum train has ushered in a new era in railroad transportation. We take pride in the fact that the advanced design of this Streamliner train was made possible by the use throughout of the light, strong alloys and special extruded shapes of Alcoa Aluminum.

Aluminum costs less to motivate, less to maintain. Alcoa Aluminum is long-lived, and when its day is done, it brings high scrap value.

Many men forego the advantages of Alcoa Aluminum in their business largely because it has been a habit of years to think in terms of other, heavy metals. Now is the time to be sharply inquisitive about things in your plant, your equipment, your product, that have seemed obvious to you, heretofore. Our engineers are ready with facts, figures, helpful advice. We would welcome the opportunity of working with you.

ALUMINUM COMPANY OF AMERICA · 1802 Gulf Bldg. · PITTSBURGH

ALCOA · ALUMINUM

No matter how keen each blade, you can't shear if the pivot pin is not there. That pivot suggests a certain type of editing which aligns keen writer with keen reader. It gives a magazine the cutting force that trims advertising costs and slashes through sales resistance.

THE American MAGAZINE

THE CROWELL PUBLISHING COMPANY

Collier's
The American Magazine
Woman's Home Companion
The Country Home

Combined Circulation Over 8,300,000

THE *Public Spends More Money for an Issue of The American Than for any Other General Magazine.*

It is heartening when a business built on quality becomes, as well, a *quantity* factor in its field... And no case could be more striking than that of Beech-Nut, which has hewn to the line of quality . . . *consistently* . . . throughout the years . . . Until today, through nearly a million outlets, Beech-Nut Peppermint Gum is the most popular chewing gum in America...Beech-Nut Packing Company, Canajoharie, N. Y.—our client since 1920.

McCANN·ERICKSON Advertising

TRUTH WELL TOLD

Each office an agency in itself, equipped to give full service to clients: New York, Chicago, Cleveland, Detroit, Denver, San Francisco, Los Angeles, Seattle, Portland, Ore., Montreal, Toronto, Winnipeg, Vancouver, London, Paris, Frankfort, o.M., Buenos Aires, Rio de Janeiro

Sales Leadership...

unaffected by depression

Brer Rabbit Molasses, for the past 15 years the national sales leader, has in 1930, 1931 and 1932 maintained its sales volume unaffected by depression and extended its leadership within its industry. . . . *A client since 1920.*

J. WALTER THOMPSON COMPANY • ADVERTISING

Impressions mean **so** *much . . .*

Pictured here, out of an artist's imagination, is a fine American business office. Sumptuous and inviting as it is, however, there is nothing unusual about it—for hundreds of American business men occupy offices that are equally impressive. . . . They do not sit in offices like these out of any personal vanity, or because such fine surroundings are considered essential to their work. They simply know that the dignity of the businesses they represent cannot properly be upheld in an ordinary, routine office setting. . . . And, for identical reasons, a goodly portion of America's business leaders are never seen riding in other than Cadillac cars. For they know full well that, of all those material possessions which bespeak a man's place in the general life of his community, none is more instantly recognized than his automobile.

Cadillac . . . A GENERAL MOTORS VALUE

■ Before her marriage to the famous yachtsman whose "Ace" in the star class won the Bacardi cup in Cuba again this year, Mrs. Adrian Iselin, II was Madeleine L'Engle. She grew up in New Orleans and the warmth and graciousness of the South is a definite part of her charm. She has an endless fund of enthusiasm and can always manage time to work in her garden at East Williston, Long Island, or make a flying trip to her seaside place on the Massachusetts coast. Her interest in painting is keen and she is an ardent collector of first editions. Her wit makes her a delightful hostess and her Southern spoon bread is famous. She always serves Camel cigarettes. She wears vivid colors with great *éclat*.

CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS THAN ANY OTHER POPULAR BRAND

"I started smoking Camels fourteen years ago—and I like them just as much today as I did then," says Mrs. Iselin with conviction.

"There must be better tobacco in Camels because they are mild without being flat and I never tire of their smooth, rich flavor. The way a carton of Camels gets smoked up over a week-end is amazing—practically everyone who stops in seems to prefer them." Which is natural.

Because their costlier tobaccos give steady pleasure, people don't get tired of Camels. They are always mild and cool, never get on the nerves, no matter how many you smoke.

Leaf tobaccos for cigarettes can be bought from 5¢ a pound to $1.00—but Camel pays the millions more that insure enjoyment.

Copyright, 1933, R. J. Reynolds Tobacco Company

ATHLETES SAY:

"THEY DON'T GET YOUR WIND!"

JAMES BAUSCH—as Olympic Decathlon Champion he's earned the title of "world's greatest all-around athlete"! He says: "I've smoked Camels for years. Camels are so mild they don't get my wind. They *must* be made from costlier tobaccos!"

RIP COLLINS, home-run king of the St. Louis Cardinals. "Here's the best proof I know that Camels are mild," Rip says. "They never get my wind."

JENNIE ROONEY, famous circus aerialist, says: "I have to guard my wind. It means a lot to me that Camels, being so mild, do not upset my nerves or get my wind."

BRUCE BARNES, the tennis champion, comments: "Camels are so mild! They never cut my wind—and I smoke a lot, too. Their flavor? Always rich and good!"

WILLIE MACFARLANE, former U. S. Open Champion, adds: "You hear a lot about mildness. Camels are so mild they don't get my wind or my nerves."

J. A. BROOKS, '32 and '33 All American Lacrosse Team: "No matter how many I smoke, Camels never upset my nerves or get my wind. That's *real* mildness!"

YOU'LL LIKE THEIR MILDNESS TOO!

HEALTHY NERVES—physical fitness—sound wind—help to make life more enjoyable for you too. Join those who enjoy Camel's mildness—smoke all you wish! For athletes have proved that Camels don't get their wind . . . or jangle their nerves.

SO MILD YOU CAN SMOKE ALL YOU WANT

Camels COSTLIER TOBACCOS!

- Camels are made from finer, MORE EXPENSIVE TOBACCOS —Turkish and Domestic—than any other popular brand.

(*Signed*) R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

1935, R. J. Reynolds Tob. Co.

A new sign language . . . written in Glass!

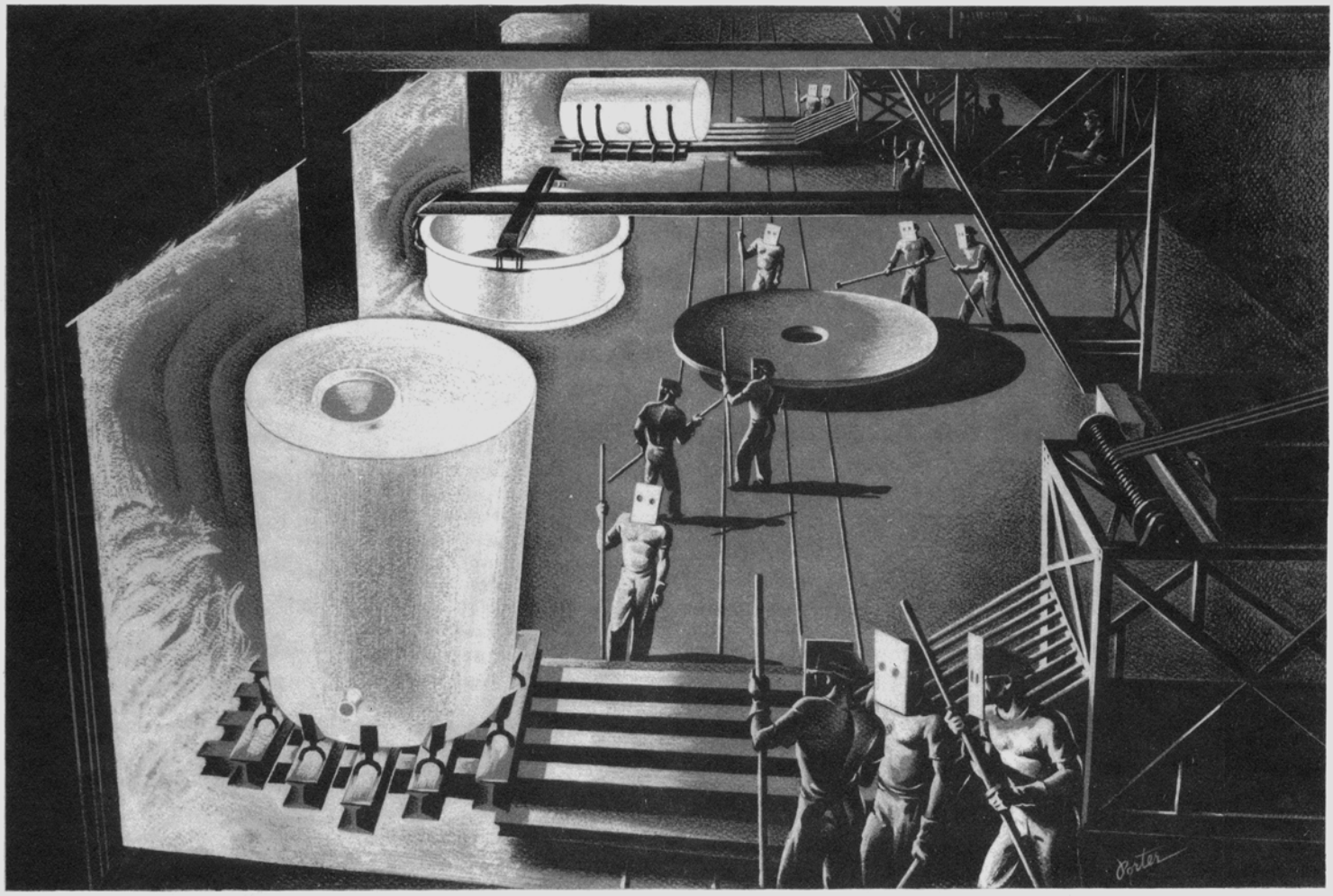
IN New York and London, in Denver and Shanghai, along the Main Streets of the world, dusk brings forth a million vivid electric signs that make the night alive. There is a new sign language . . . written in glass!

Neon has been called the light that changed the night-time face of the world. But before neon could attain widespread use, it fell to Corning research to develop special colors and special glass that would work easily into all the shapes required. All the tubing for neon signs is made at Corning on machines which can make many miles of it a day. Other machines developed by Corning, make most of the lamp bulbs for the entire nation.

Corning research has found many new uses for glass in the home, in science and industry. Consider for example, the new "Pyrex" brand top-of-stove ware that can be used over an open flame. The new fibre glass, as soft as eiderdown, for house and industrial insulation. And research is only beginning to explore its other uses.

Consider also the power lines and radio stations insulated with glass. The hundreds of places in industry where inventive minds have used glass to replace other materials less proof against exposure, acid and wear! For more of the story of glass research in America, write today for your free copy of a new illustrated book, "Corning Glass Works presents . . ." Corning Glass Works, Corning, New York.

CORNING
means
Research in Glass



Out of Pfaudler Furnaces comes the protection only glass can give.

WHAT ABOUT THIS "WAR ON CORROSION?"

Pfaudler

Among the Industries Pfaudler Serves

Brewing	Flavoring Extract
Biological	Food
Canning	Ice Cream
Carbonated Beverages	Lacquer
Chemical	Mayonnaise
Condensed and Evaporated Milk	Pharmaceutical
Confectionery	Plastic
Cosmetic	Preserving
Creamery	Rubber
Dairy	Textile
Distilling	Tobacco
Drug	Transportation
	Wine

The losses in the "war on corrosion" are written in red ink—its victories in the black ink of profitable production.

Wherever Pfaudler Glass Lined Steel Equipment is used, the staggering cost of corrosion disappears. The list of users numbers thousands. There is no particular mystery about this equipment. Seamless, acid-resisting glass enamel is fused into steel in high-temperature furnaces. Fabricated into many sizes for specific industrial needs, it is the most powerful weapon ever made to combat corrosion and unsanitary production conditions.

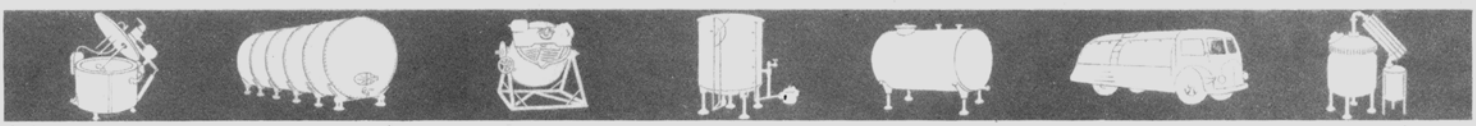
Case records show as many as 48 consecutive years of continuous service from glass lined equipment. It is as sanitary as the glass you drink from and as easy to clean. A variety of enamels suit it to many specialized processes. It can be heated and cooled rapidly. It is resistant to all acids, except hydrofluoric, in any concentration or at any temperature. In some processes it speeds production—in most every use it cuts cost.

Perhaps in your own plant Pfaudler Glass Lined Equipment can help you make a better product—more economically. We will gladly match our specialized experience against your problem—without obligation to you. We may be able to help you as we have so many others.

THE PFAUDLER CO. · 89 EAST AVENUE ROCHESTER, N. Y.

Branch Offices: New York City, Chicago, Boston, Philadelphia, San Francisco (Pfaudler Sales Co.)

PFAUDLER GLASS-LINED STEEL EQUIPMENT



PASTEURIZING • AGING • MIXING • COOKING • STORAGE • TRANSPORTATION • PROCESSING

THE OUTSIDE HAS CAUGHT UP WITH THE INSIDE

THE NEW MODEL·12

DICTAPHONE

Since the invention of the Dictaphone 48 years ago, its role in the business world has been to increase an executive's efficiency—to "double his ability to get things done."

Then, at the Century of Progress Exposition, appeared a new Dictaphone—Model 12—a dictating machine contemporary in design and as handsome as it is efficient.

The outside has caught up with the inside. Business men everywhere have accorded the new Dictaphone an enthusiastic welcome. They have expressed this enthusiasm in orders for the new Model 12.

And all of this in the face of the fact that the Dictaphone has to prove its own value to your business without disturbing routine before you are asked to pay for a single machine.

If you haven't personally seen this outstanding example of modern design, you ought to do so. The easiest way is to have on your desk the new portfolio of photographic studies of the new Model 12. A telephone call or a post card to the Dictaphone office in your city will bring this to you by mail.

Dictaphone Sales Corporation, Graybar Building, 420 Lexington Avenue, New York City.

NRA MEMBER U.S. WE DO OUR PART

THE CLIMAX OF A CENTURY OF PROGRESS IN BUSINESS METHODS

corrugated and solid fibre shipping containers
fibre cans and folding cartons
paperboard products
manufactured by

CONTAINER CORPORATION OF AMERICA

First Aid to Trees Transplanted!

DOWAX—A NEW MATERIAL FOR THE GREATER PROTECTION OF TREES AND PLANTS

Vital to the existence of plant life is food-bearing moisture absorbed from the earth and released through the foliage. Deprived of adequate moisture, even for short periods, plants cannot live.

In the transplanting of trees and shrubs this loss of life-sustaining moisture becomes a grave problem. For, not only is the tree removed from its source of supply but is forced to re-establish itself in new and unfamiliar soil.

While many trees succeed in surviving this violent interruption of their life process, untold thousands fail to live through the ordeal. Financially, this loss represents millions to the nation but, beyond that, is the loss of beauty, shade and protection to our communities and homes.

A few years ago experiments were begun to overcome the dangers of desiccation. Out of these efforts has come Dowax. This new material is an emulsified wax that can be sprayed in the regular manner and forms an invisible moisture-preserving coating over the entire tree or plant.

At the same time, due to the incorporation of a special ingredient, Dowax is sufficiently porous to permit normal elimination of waste moisture through the foliage.

In practical terms, Dowax reduces the need and expense of burlap and wrapping, permits transplanting beyond the normal period and promises to reduce mortality to negligible proportions. It is especially efficacious in the transplanting and protection of evergreens.

To enumerate the multitudinous ways in which chemistry of today is serving mankind would be well nigh impossible. From the clothes we wear to the foods we grow and eat; the houses in which we live; the trees and plants that grace our gardens, chemistry aids us in making these and thousands of other things better.

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

Branch Sales Offices: 30 Rockefeller Plaza, New York City • Second and Madison Streets, St. Louis • 135 S. La Salle St., Chicago

*Trade Mark Registered U. S. Patent Office

DOW

CHEMICALS INDISPENSABLE TO INDUSTRY

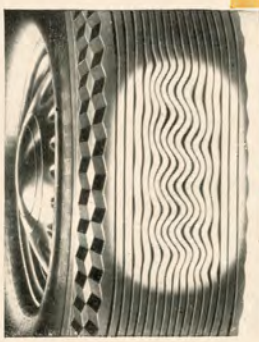
Be selfish about *Your Safety*... change-over now to General Dual 10's

Driving safety is usually thought of in terms of the other person. But how about your *own* safety. The General Dual 10 is the tire that provides that safety in the fullest measure. The unusual tread design makes it possible to stop a car quicker at 60 in the rain than ordinary tires stop at 50 in dry weather. If you are getting a new car you can change-over the standard tires for Generals at a slight additional cost. The General Tire dealer has a change-over plan that makes it easy to enjoy the greater protection and carefree mileage of the General Dual 10 right from the start.

The General Tire & Rubber Co., Akron

In Canada: The General Tire & Rubber Co. of Canada, Ltd., Toronto

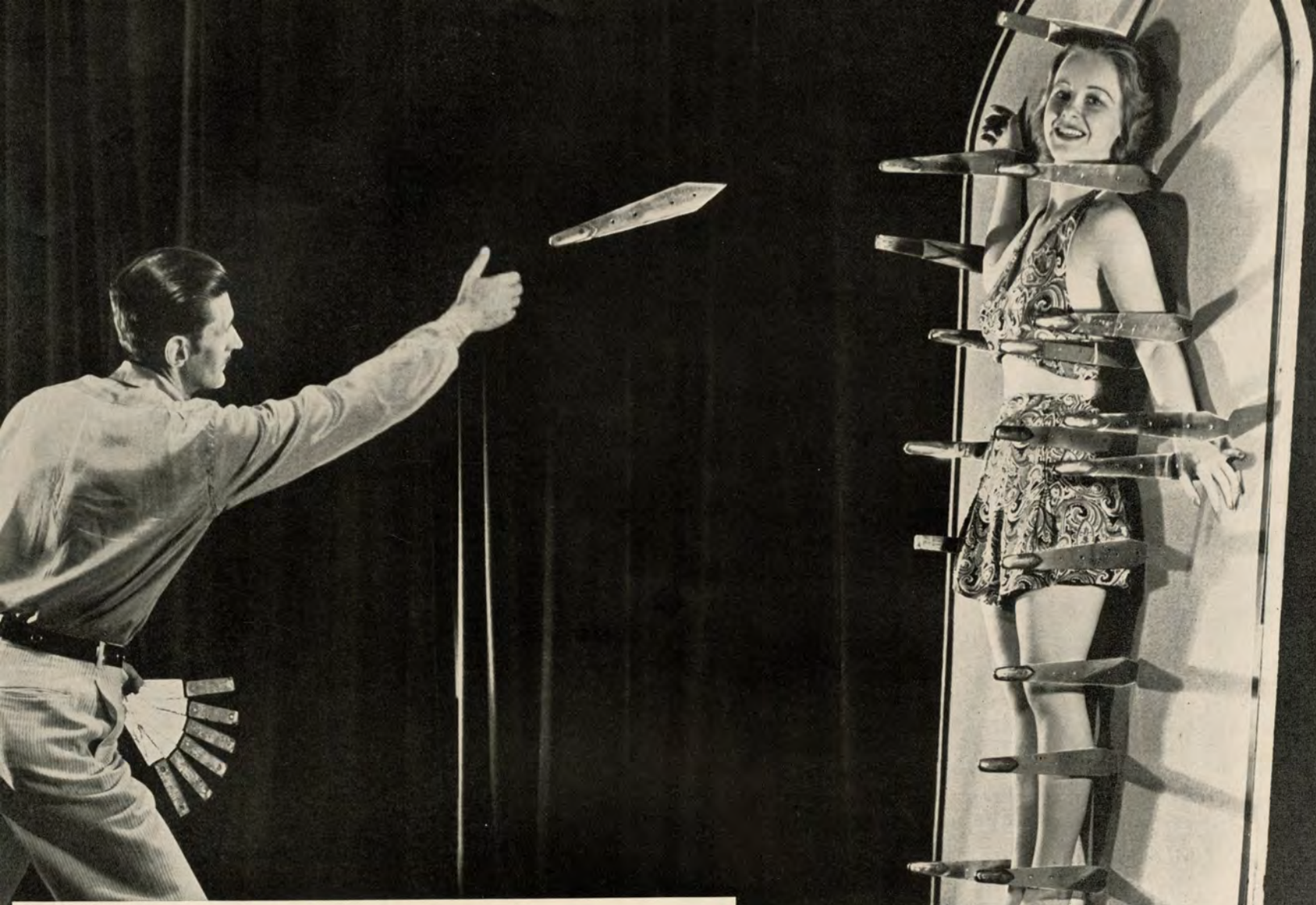
FREE BOOKLET, *"Instructions to prevent Skidding," fully illustrated, will be sent on request.*



● When you apply the brakes flexible ribbons of rubber wrinkle into squeegee-like action—provide positive traction on any road, wet or dry. Stops without sideswerve or tailspin.

THE GENERAL *Dual* 10

© 1937, The General Tire & Rubber Co., Akron, O.



STEEL NERVES *... and Knives*

FACING a barrage of steel knives takes courage . . . but the girl knows her danger and consciously takes the "long chance" of serious injury.

Motorists take just as long chances on deadly skids and blow-outs *unconsciously* . . . every instant they are driving.

The Fisk SAFTI-FLIGHT Tire . . . to a greater degree than any other tire ever built . . . gives you protection where you need it most: in the Skid Zone and in the Blow-Out Zone. Its tread is composed of hundreds of individual, flexible and expanding cleats which stop your car faster than you ever dreamed of stopping. Its carcass is built of the famous Fisk "Anti-Friction" Cord, with all the features that give every Fisk tire "PLUS-Protection in the Blow-Out Zone."

Go to the Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer . . . why Fisk SAFTI-FLIGHT is replacing factory-equipment tires on so many new cars. Or, write for free booklet L.

THE FISK TIRE CO., Inc., Chicopee Falls, Mass.

Copyright 1937, The Fisk Tire Co., Inc.

FISK

Protection IN THE SKID ZONE ★★ PLUS-*Protection* IN THE BLOW-OUT ZONE

Advertising ..THE CONTENTS

Great sales possibilities exist in modern HINDE & DAUCH shipping boxes . . . for advertising the contents in transit and merchandising them at point-of-sale. These skillfully designed boxes achieve unusual effects. Outstanding colors attract the eye, create favorable attention, increase sales. It's an important job for a shipping box.

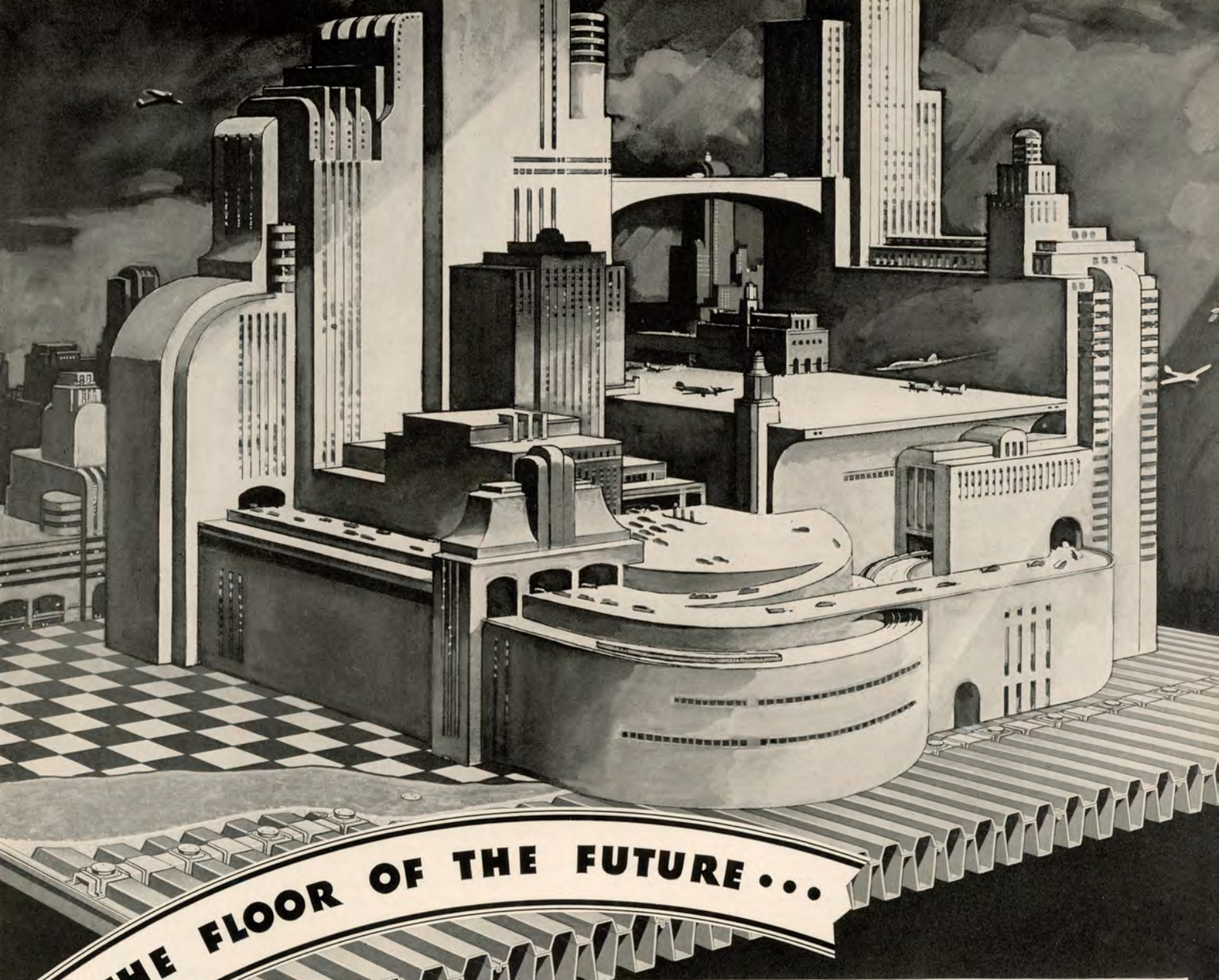
HINDE & DAUCH Corrugated Shipping Boxes

H&D Protects in Transit

THE HINDE & DAUCH PAPER COMPANY

Factories and Sales Offices in Principal Cities

SANDUSKY, O. • General Offices • TORONTO, ONT.



THE FLOOR OF THE FUTURE . . .

is here today!

It's New . . . it's Revolutionary. It's better from every engineering, electrical and architectural standpoint. The Robertson Steel Floor System anticipates the future, yet brings to today's buildings finer floor performance, huge cost savings. And it prolongs indefinitely the profitable life of business buildings.

Think of a floor that provides 100% electrical flexibility to meet any and all electrical requirements which the future may bring. The Robertson Floor does this . . . at a cost usually no greater than that of ordinary floor construction, and without the necessity for a single foot of costly underfloor duct! Think of a floor that is far lighter and more compact than present day floors, and yet has an enormously increased load carrying ability. The Robertson Floor has these advantages. Think of a floor that speeds up large building erection from 20% to 30%. The Robertson Floor does this. And think of a floor that increases fire safety, reduces accident hazards. The Robertson Floor does this, too.

Every person who has even a remote financial connection with business buildings should find this new system of floor construction vitally interesting . . . because it offers, at last, the long-sought means of protecting his investment over a period of many years. The facts about the Robertson Steel Floor System are fully dealt with in our brochure "New Life for Buildings". We invite you to send for your free copy of this brochure . . . today.

H · H · ROBERTSON COMPANY
PITTSBURGH, PA.

50 YEARS AGO TODAY

LOUISVILLE, SEPTEMBER, 1887—Reports from all over the country show that Four Roses Whiskey, the new brand introduced by one of America's oldest distillers, is receiving a tremendous reception. A host of knowing drinkers declare it the finest whiskey they ever tasted, and predict for the brand a long and brilliant future.

...AND TODAY

FIFTY years have passed since we first brought forth Four Roses—and to mark the beginning of this noble whiskey's second half-century, we're now offering you a still *finer* Four Roses.

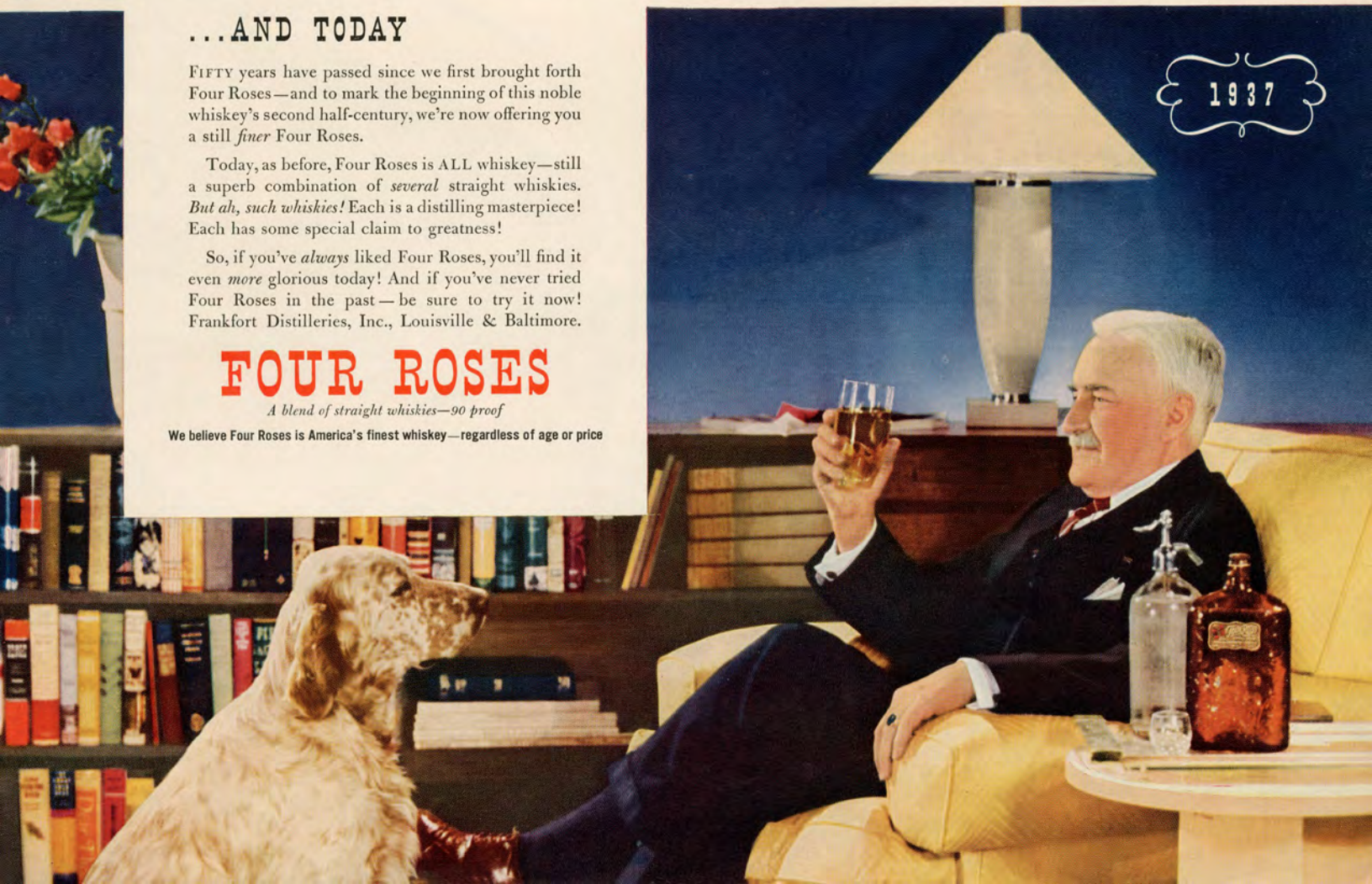
Today, as before, Four Roses is ALL whiskey—still a superb combination of *several* straight whiskies. *But ah, such whiskies!* Each is a distilling masterpiece! Each has some special claim to greatness!

So, if you've *always* liked Four Roses, you'll find it even *more* glorious today! And if you've never tried Four Roses in the past—be sure to try it now! Frankfort Distilleries, Inc., Louisville & Baltimore.

FOUR ROSES

A blend of straight whiskies—90 proof

We believe Four Roses is America's finest whiskey—regardless of age or price



BLOWOUTS

NOW LOSE THEIR TERROR

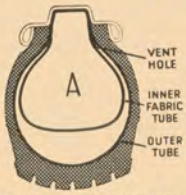
when you have LIFEGUARD TUBES in your tires

This is not an advertisement for a "blowout-proof" tire—for any tire, if it becomes old enough, weak enough, or receives a sufficiently violent blow, will burst.

What you are now offered is a new kind of inner tube, which eliminates ***the awful swinging and swerving of an uncontrollable car in that instant after a blowout occurs.***

It is a tube with two air chambers — a tube within a tube — so constructed that you will be enabled to ride temporarily on reduced pressure, even if the outer case and outer tube are suddenly torn wide open.

The purpose of this second tube — this second line of defense — is to prevent that sudden collapse of the tire which occurs when *all* the air escapes—and to give the driver a precious interval of time in which to make a safe stop, with the car under control.



A *How* LIFEGUARD *Tube looks inside the tire when fully inflated*

B *When tire blows out, air escapes immediately from outer tube chamber — but tire rides on air left in two-ply fabric reinforced inner chamber. This reserve air seeps slowly out of vent hole, which enables car to stop safely*

Fittingly, this new tube is named "LIFEGUARD."

Before giving it this name, we tried literally hundreds of tests — sliced, spiked and exploded tires on the wheels of cars speeding at 50 to 70 miles an hour.

And in the course of these tests, we developed 1300 different constructions — for it is a serious thing to offer such a safeguard unless it has been perfected.

We can tell you now, from our own test-fleet experience, that the LIFEGUARD tube lives up to its name so completely that in all its hundreds of tests, it never failed to enable a stop in safety.

LIFEGUARD tubes are neither cheap to build nor cheap to buy. Their mission is not to save money but to save life.

Like the famed Goodyear Double Eagle Tire, the new LIFEGUARD *tube is built to a specific purpose regardless of cost, and is admittedly better than normal need requires. It is intended for those to whom maximum safety and peace of mind are worth a premium, and who are willing and able to pay for that maximum. Full explanation of either of these super-standard Goodyear products will be gladly given you by any Goodyear Dealer*

GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Grace Cruises BETWEEN NEW YORK AND California

Only the exclusive GRACE Cruise Route between New York and California includes visits to Puerto Colombia and Cartagena in South America; Cristobal, Colon, Balboa, and the ruins of historic Old Panama; a 20 mile drive inland to San Salvador; an 80 mile trip in a special train to Guatemala City and Antigua; Mazatlan, Mexico, and, eastbound, Havana.

A new GRACE "Santa" liner sails every two weeks from New York, San Francisco and Los Angeles. These splendid vessels are the only ships having all outside rooms with private, fresh water baths; dining rooms on promenade decks, with roll-back domes which open to the sky; Dorothy Gray Beauty Salons; pre-release talkies; outdoor, built-in tiled swimming pools. The public rooms, designed by John Russell Pope, decorated by Elsie Cobb Wilson, are typical of the good taste which characterizes every room in these smart new ships. Also broad, shaded, breeze-swept decks, gymnasiums, novelty shops, barber shops, libraries and club-bars. Ask your travel agent for the special reduced summer rates. GRACE Line, 10 Hanover Square, New York; Boston, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.

GRACE LINE

MEXICO CITY *via Panama Canal*

From any point by rail to New York; GRACE Line through Panama Canal, visiting en route Colombia, Panama, El Salvador, Guatemala, to Mazatlan, Mexico; American Pullmans to Guadalajara, Mexico City, Laredo and home. Or by rail to Laredo, Mexico City, Guadalajara and Mazatlan, thence a new GRACE "Santa" to New York and home by rail.

"IN THE NIGHT ALL CATS ARE GRAY"

So runs the ancient proverb—warning against dependence upon impressions formed in the dark. This emphasizes what you, in the light of growing interest in air conditioning, have already realized. You know that air conditioning is much more than the fanning of air about a room, more than mere heating or cooling or cleaning of air, more than merely drying or moistening air. You know that all of these factors at once—under automatic control—are necessary.

You must also realize that Kelvinator, with more than 20 years' experience in the controlling of temperatures, is admirably fitted to deal with the air conditioning problems peculiar to your business or your home. And in so thinking you have hit upon the very kernel of Kelvinator's air conditioning practice.

Although Kelvinator to-day—as a result of 5 years' intensive research in air conditioning—presents the industry's most complete line of equipment, Kelvinator always talks method before equipment. That is because each air conditioning problem is different, individual, and needs individual attention.

Kelvinator air conditioning engineers, skilled in construction, heating, ventilating and cooling practice, offer you their services to secure the right solution for your particular problem. There is no other way to be sure that your air conditioning investment will give you satisfactory air conditioning. Call the nearest Kelvinator dealer, or write direct to KELVINATOR CORPORATION, *14287 Plymouth Road, Detroit, Michigan.* NRA CODE *Factories also in London, Ontario, and London, England.*

KELVINATOR

Specialists in Controlled Temperatures Since 1914

Air Conditioning
Household Refrigeration
Automatic Heating
Water Cooling
Truck Refrigeration
Beverage Cooling
Ice Cream Cabinets
Milk Cooling
Commercial Refrigeration
for every need of
merchants, manufacturers
and institutions

Irma Simaan

KELVINATOR *Air Conditioning*

AMERICA'S LEADING TRUCK BUILDERS CHOOSE HERCULES DIESEL ENGINES

Hercules is proud of the fact that it has long supplied gasoline engines for many of the world's best-known makes of trucks. Now, with the growing demand for Diesel-powered trucks, Hercules provides the automotive industry with a complete line of high-speed, heavy-duty, 6-cylinder Diesels. These engines are internationally recognized as leading the trend in Diesel design. Hercules engines are the result of over twenty years of specialized experience in building heavy-duty power plants exclusively. The broad range of Hercules standard gasoline and Diesel models offers the widest choice to manufacturers requiring heavy-duty power—including makers of trucks and buses, boats and all industrial, agricultural and oil field machinery.

HERCULES ENGINES

HERCULES MOTORS CORPORATION
CANTON, OHIO

America's Foremost Engine Manufacturer
Power Plants from 4 to 200 H. P.

Greater Output with Less Labor

A SPEAKER *can* get along without an amplifier. But he would be unwise to ignore the increased power, the greater output with less labor this modern instrument makes possible. . . . Your plant can also "get along" with aging packaging equipment which may still be operating with reasonable efficiency. But if your present machines are fairly old you are probably losing money by using them. More modern equipment has since been developed that will make a better package for you, at a lower cost.

Pneumatic has led the way in the improvement of packaging machinery design. It has stepped up speeds; increased the capacity, the accuracy, the scope and usefulness of its equipment. These present-day Pneumatic machines can bring you definite, tangible operating savings. Let a Pneumatic engineer tell you how.

PNEUMATIC SCALE CORPORATION, LTD.

PACKAGING AND BOTTLING EQUIPMENT

72 Newport Avenue, Quincy, Mass. (Norfolk Downs Station)

Branch Offices in New York; Chicago; San Francisco; Los Angeles; Leeds, England; Paris; Melbourne; Sydney, N. S. W.; Wellington; and Buenos Aires

LOWER COST per Container

THE QUAKER OATS COMPANY

Bought their first Pneumatic machine in 1912. Since then, they have purchased many more for such widely different jobs as: accurately weighing and tightly packing rolled oats in canisters; making and inserting inner liners in folding cartons; accurately filling and weighing pancake flour into cartons. . . . These purchases are an excellent example of Pneumatic's ability to successfully solve many entirely different types of packaging problems.

HOURS TO SPEND

. . . hours she saved with your products . . . your breakfast food that she prepares in a tenth of the time it used to take . . . your washing machine, ironer and improved soap products that changed Monday from a nightmare into just a busy morning . . . your sanitary floor covering and vacuum cleaner . . .

For years she has been reading news of these and a hundred other aids to leisure—both in the advertising pages and in the service departments of women's magazines. She *has* her free time now . . . and she is using it to develop new interests.

Long ago Woman's Home Companion recognized this trend and acted upon the opportunity for an important new service. But it took a survey*—recently concluded—to reveal the true depth of Companion readers' interest in public affairs, sports, clubs and a host of other outside-the-home activities.

This survey proves, beyond a doubt, modern women are living broader lives. That is one reason why they have given the Companion the largest circulation in its field. They find it different—modern—the woman's book that is far more than an excellent trade paper of home management.

And advertisers know that the broader interests of these progressive Companion readers mean wider wants, better sales prospects.

*Available on request

THE CROWELL PUBLISHING COMPANY NEW YORK

WOMAN'S HOME
Companion

PUBLISHERS OF COLLIER'S
WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
THE COUNTRY HOME . . . MORE THAN 8,300,000 CIRCULATION

"Toby, fetch me the key to the springhouse"

THOSE words from the lips of old Colonel Paul Jones were music to the ears of his guests.

For they signified that he was about to construct for their refreshment one of his celebrated mint juleps . . . made with young mint fresh from the springhouse . . . and with that grand whiskey that bore the Colonel's name—*Paul Jones Whiskey!*

The host of today can do no greater honor to his guests than to offer them a julep made with the same fine whiskey the Colonel used.

For Paul Jones—a blend of straight whiskies—has the same hearty, full-bodied *American* flavor that made this liquor famous 70 years ago. It is made by descendants of the Colonel, and made as he made it—by the slow, costly *old-fashioned* method.

Paul Jones is very modestly priced. Try it in a julep and other mixed drinks. Insist on having your drinks made with it in hotels and restaurants. Made by Frankfort Distilleries of Louisville and Baltimore, America's largest independent distillers.

* * *

Frankfort makes a whiskey for every purse: FOUR ROSES—a blend of straight whiskies. OLD OSCAR PEPPER—a blend of straight whiskies. ANTIQUE—blended whiskey. MATTINGLY & MOORE—blended whiskey. SHIPPING PORT—straight whiskey.

Send 10¢ for "Irvin S. Cobb's Own Recipe Book," a grand compendium of wit and wisdom.

Lovers of fine gin will appreciate the rare flavor of Paul Jones ★★★★ Gin

Paul Jones

A BLEND OF ALL STRAIGHT WHISKIES

"The Silent Partner"

in America's BLUE RIBBON BUSINESSES

ACOUSTI-CELOTEX SAYS "Hush" to Noise
IN THESE BLUE RIBBON COMPANIES—AND IN THOUSANDS OF OTHERS THE WORLD OVER

Aetna Life Insurance Company
Celanese Corporation of America
Colgate-Palmolive-Peet Company
Commercial Investment Trust, Inc.
General Foods Corporation
Manufacturers Trust Company
Mergenthaler Linotype Company
National Distillers Products Corp.
Pittsburgh Plate Glass Company
Shell Union Oil Corporation
20th Century-Fox Film Corp.
Union Carbide & Carbon Corp.

How the world's foremost acoustical material insures *"Less Noise...More Profit"*

•

WHEN, in 1898, Prof. Wallace C. Sabine of Harvard transformed a costly new lecture hall from an echoing "noise trap" into a hall with fine acoustics, he did more than start a new science. He made it possible for modern business to save millions by hushing the noise that wastes at least 10% of every office payroll.

The facts which Prof. Sabine discovered led to the creation of Acousti-Celotex—now "silent partner" in thousands of America's Blue Ribbon companies. And by actual records, this new noise-controlling material has increased office efficiency, reduced strain and fatigue, cut errors, improved morale, and paid for itself within a few months in businesses the world over.

Leading firms have specified Acousti-Celotex because it is easily applied over old or new ceilings—is paintable, cleanable, permanent. And because vital Celotex patents make it the ideal means of subduing noise *permanently*, with a *single* material and a *single* cost.

Without obligation, we will gladly have a qualified acoustical expert survey your offices, tell you honestly where Acousti-Celotex can save you money, and submit cost figures. For this free survey—and a free copy of the new booklet, "Noise"—write direct to us. The Celotex Corporation, 919 N. Michigan Ave., Chicago, Illinois. Sales distributors throughout the world.

PAINTABLE PERMANENT

ACOUSTI-CELOTEX

TRADE MARK REGISTERED U. S. PATENT OFFICE

Other Celotex Acoustical Products: CALICEL • CALISTONE • ABSORBEX • VIBRAFRAM *(formerly Heerwagen Tile)*

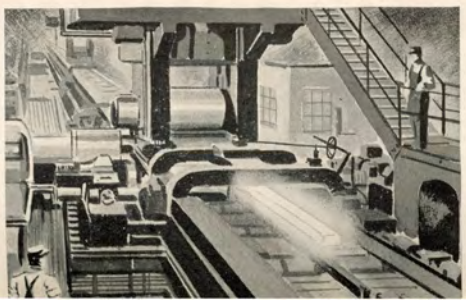
ENDURANCE!

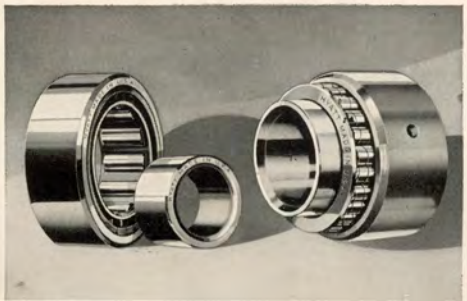
FROM THE HAND OF THE HYATT ENGINEER

Look into the Hyatt laboratories. See endurance tests running day and night, simulating every sort of normal and abnormal bearing operating conditions. Speeds, shocks, loads, temperature, wear, and care—duplicated and studied in an endeavor to add more priceless operating hours to the already acknowledged long-life span of Hyatt Roller Bearings.

Painstaking research, incessantly carried on by Hyatt engineers, to improve design, manufacturing materials, and application methods. No wonder these enduring bearings, built by Hyatt craftsmen for industrial equipment, motor cars and farm machinery, serve so well. Hyatt Bearings Division, General Motors Corporation, P. O. Box 476, Newark, N. J.

HYATT
ROLLER BEARINGS





Lost Record *of a Young Man with a Future*

HIS NAME is already enrolled in a future class of an exclusive school. His social and business prospects are really quite dazzling. The guardians of his calories and vitamins are ever watchful. Yet (candor compels the remark) in one respect he's a neglected baby . . .

No one thinks to make movies of him. That winning smile — those stumbling steps — the gestures soon to lose their endearing babyishness—what an attraction they would be on the screen. Even today. And as the years pass . . .

★

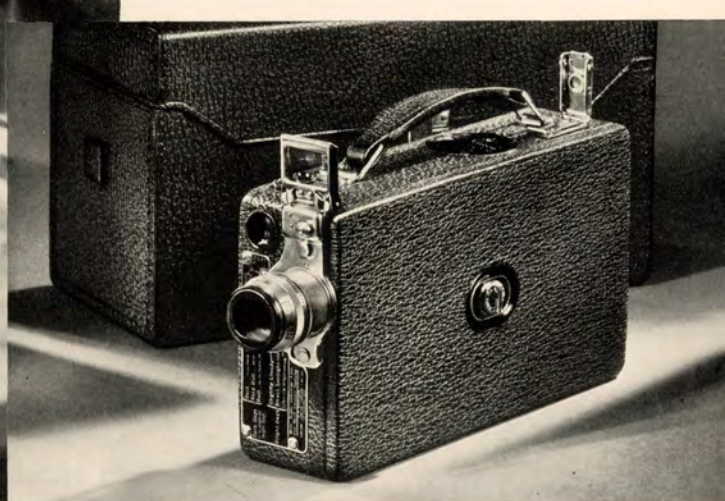
Lost records are a family tragedy. How unnecessary that they should be lost—when Ciné-Kodak "K" is so capable, so easy to use!

You get clear, brilliant movies at the touch of a button. And, with the wonderful new Kodachrome Film, it's as easy to make your movies in full natural color as in black and white. No special equipment is needed—the film alone gives you color.

The "K" loads with full 100 feet of 16 mm. film. Price $125, case included; without case, $112.50. Your dealer will gladly show you the "K," and samples of the movies it makes. Eastman Kodak Company, Rochester, N.Y.

CINÉ-KODAK "K"

EASTMAN'S FINEST HOME MOVIE CAMERA



EXTRA EQUIPMENT for the "K" includes four telephoto lenses, for close-ups of distant action; the wide-angle lens, giving breadth of view in close quarters; and filters for cloud effects and scenics.

WE HELPED HIM FEEL AT HOME

NEW CHAPTERS IN INDUSTRY —WRITTEN IN OIL

WAX WORKS

Strange job for an Oil Company but no problem to Socony-Vacuum Research...developing new waxes for Museum Exhibits!

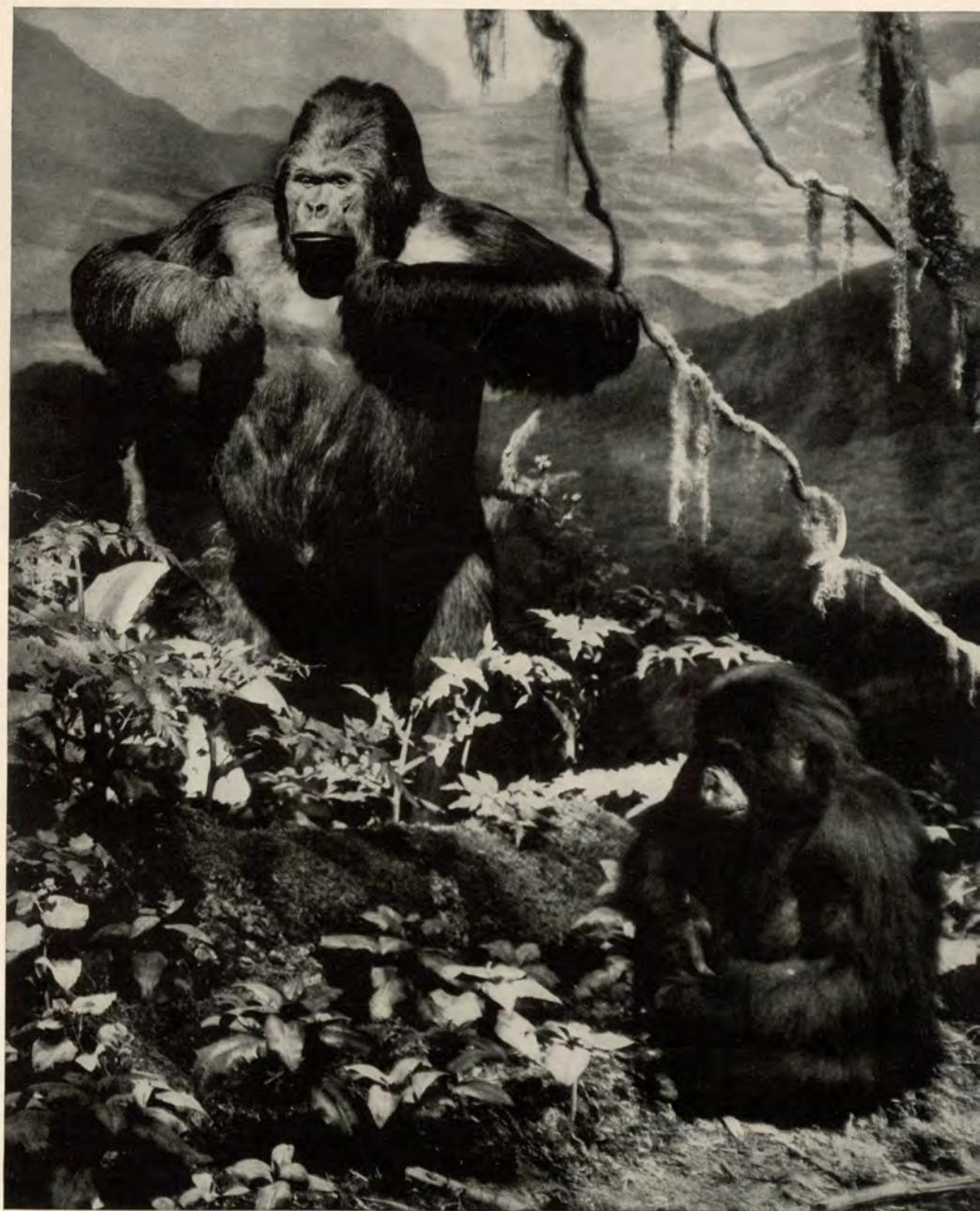
THE GORILLA YOU SEE in the picture stands among leaves and grasses similar to those of native habitat...made by skilled artists—any of whom use specially developed waxes provided by Socony-Vacuum!

Here is an unusual instance of this company's refining knowledge and experience with petroleum products. When museums needed a new type of wax...combining the toughness and ductility of beeswax with the high melting point of brittle vegetable waxes...Socony-Vacuum made it, aiding the modernization of taxidermy.

In today's swift modernization of America's steel mills, textile mills...over 100 widely different industries...Socony-Vacuum's knowledge, experience, skill play an important part. Plant managers and machine operators look to Socony-Vacuum for help in their jobs of making more goods available to more people...devising ever better quality at less cost.

Enlisting Socony-Vacuum's aid in your business would most likely be a profitable move...perhaps help to solve mechanical problems...reveal unexpected manufacturing efficiencies that would go a long way toward increasing annual profits.

STANDARD OIL OF NEW YORK DIVISION • WHITE STAR DIVISION
LUBRITE DIVISION • WHITE EAGLE DIVISION
WADHAMS OIL COMPANY • MAGNOLIA PETROLEUM COMPANY
GENERAL PETROLEUM CORPORATION OF CALIFORNIA



Section of Gorilla Group in The American Museum of Natural History—Photo by Wurts Bros.

SOCONY-VACUUM OIL COMPANY, INC.

MAKERS OF MOBILGAS, MOBILOIL AND GARGOYLE INDUSTRIAL LUBRICANTS

SOCONY-VACUUM

Richard Crooks

says: "Luckies are gentle on my throat"

"THE *rôle of* LIEUT. PINKERTON *in 'Madame Butterfly' is the only part in opera where the tenor smokes a cigarette on the stage. As I sing the aria, 'Amore O Grillo', I smoke—and it's always a Lucky. You see, I discovered long ago that Luckies are a light smoke—gentle on my throat—and my throat is naturally my first concern. I have smoked about a pack of Luckies a day ever since* 1920."

Richard Crooks

STAR OF THE METROPOLITAN OPERA AND RADIO

MEN WHO KNOW TOBACCO SMOKE LUCKIES 2 TO 1

Richard Crooks' preference for Luckies is borne out by the verdict of independent tobacco experts . . . men who spend their lives buying, selling and handling tobacco.

Sworn records open to the public show that among these independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined!

In the impartial, honest judgment of those who know tobacco best . . .

it's Luckies—2 to 1

Copyright 1937, The American Tobacco Company

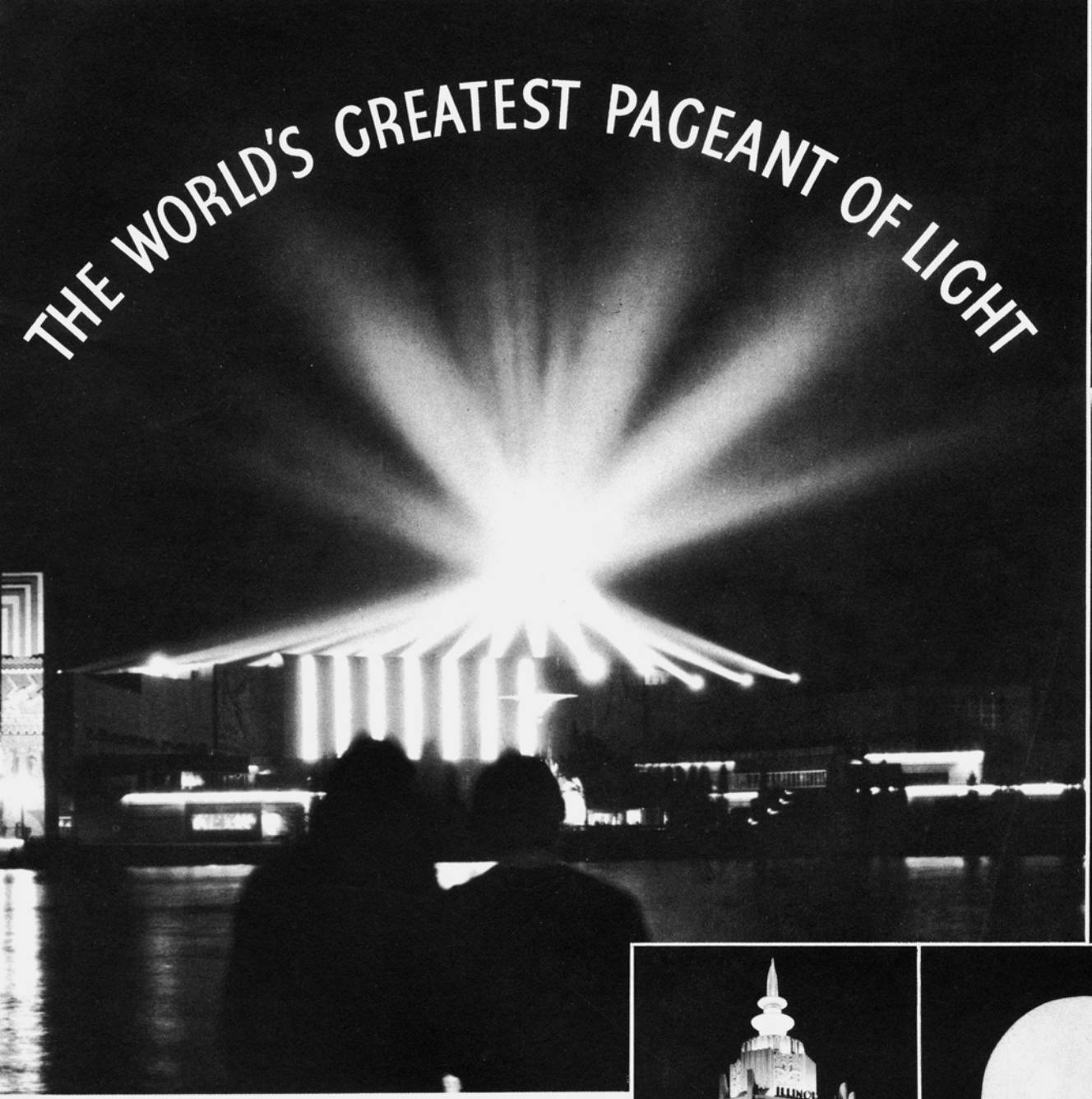
A Light Smoke

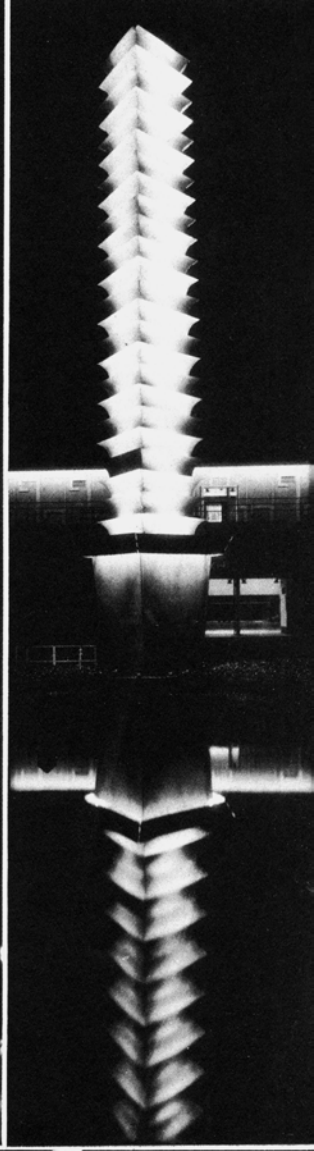
"It's Toasted"—Your Throat Protection

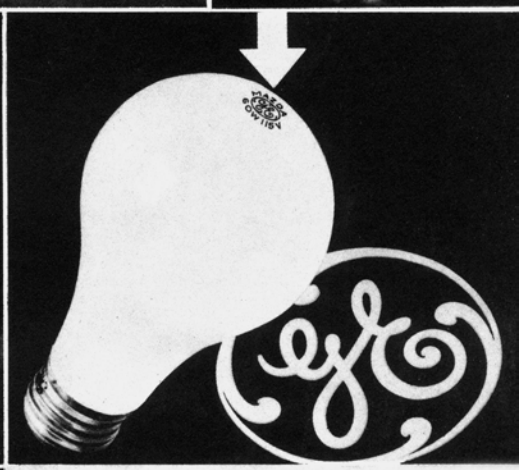
AGAINST IRRITATION—AGAINST COUGH

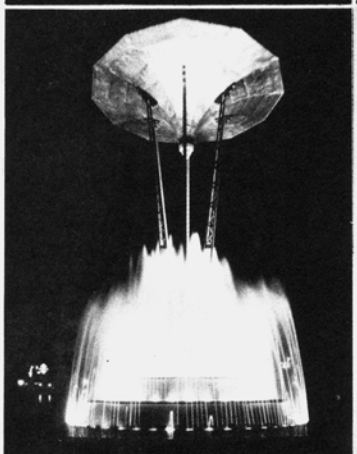
I'm your best friend
I am your Lucky Strike
It's the Tobacco That Counts. There Are No Finer Tobaccos Than Those Used in Luckies.
Try me I'll never let you down
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
LUCKY STRIKE

THE WORLD'S GREATEST PAGEANT OF LIGHT









GENERAL ELECTRIC is proud of the part it has played in making possible the marvelous lighting effects at the Century of Progress Exposition.

"See it at night" is the enthusiastic advice of most visitors to the great fair in Chicago, and no wonder! It is at night, owing to the splendor of its illumination, that the spectacle is most impressive.

For forty years, General Electric has led in the development and improvement of lamps, making them give more and more light for the current consumed, and reducing their cost to the public.

Progress in lighting under the leadership of General Electric has been among the outstanding achievements that distinguish the age in which we live.

For good light at low cost

EDISON MAZDA LAMPS

GENERAL ELECTRIC

General Electric manufactures lamps for every lighting purpose . . . Lamps for home lighting and decoration, automobiles, flashlights and photography, offices and factories, street lighting and signs. Also Sunlight Lamps.

COLOR PHOTOGRAPH BY FIDELIS HARRER

Foster Mother of the World... None can take her place. None can match the generosity, the purity, the richness nor the faithfulness of her milk supply. Yet a way has been found to extend the usefulness of milk through evaporation, employing the safety-sealing of tin containers. To the safe packaging of evaporated milk, and to other equally delicate commodities, Wheeling Ductillite tin plate lends its definitely superior qualities. Ductillite is the modern tin plate, pioneered by Wheeling, universally adapted to better tin plate containers for every type of product packed in cans. It's Wheeling Steel.

Copyright 1937 by Wheeling Steel Corporation, Wheeling, W. Va.

Ductillite

WHEELING STEEL

REG. U. S. PAT. OFF.

"That taste strikes me just right"
LOOK FOR OLD GRAND-DAD ON EVERY BOTTLE
Wherever you meet
OLD GRAND-DAD
you'll discover one of the finest straight bourbon whiskies that ever came out of Kentucky
100 PROOF
OLD GRAND-DAD
KENTUCKY STRAIGHT BOURBON WHISKEY
OLD GRAND-DAD
STRAIGHT BOURBON WHISKEY
BOTTLED IN BOND — UNDER U. S. GOVERNMENT SUPERVISION
Your Guide to NATIONAL DISTILLERS Good Liquors
National Distillers Products Corporation, New York

"Let me give you a lift"

ALL DAY LONG, your elevators give people a lift. This one with her arms full. That one who is in a hurry. During the busy hours, the cars often are loaded to capacity.

Lifting is one of the most grueling jobs that can be put on the shoulders of a mechanical device. The load must be moved from a dead stop. The complete burden must be carried by the machinery. And the Otis Elevator, in service day in and day out, year in and year out, is doing a man's-size job. It is constructed to do that job well, as its performance reputation clearly shows.

To build such a fine machine and not develop a maintenance service that could give that machine the best of attention would be extremely short-sighted. That is why the nation-wide Otis Maintenance Service has been so carefully organized. And why Otis is so exacting as to the duties of every man on the Maintenance Force.

Our Maintenance Men do more than just oil and grease machinery and make repairs when something goes wrong. They see to it that *nothing* goes wrong. They regularly examine and adjust every moving part. They replace a worn part before it has the opportunity to cause trouble and disrupt service.

Remember that when your elevators are in the hands of these men, they are under the direct care of Otis. And that you can procure this Service for an economical, flat monthly rate.

OTIS ELEVATOR COMPANY

A lone man on sentry duty. Not another person in sight. But back of him is a whole army.

UNDER Otis Elevator Maintenance, a lone man may call to examine your elevators. But back of him are supervisors. And back of the supervisors are maintenance experts and planners. And back of the maintenance experts are the Otis engineers. A complete organization built from years of elevator experience.

Thus it is that Otis Maintenance is scientifically planned elevator care. It brings you elevator safety, freedom from shut-downs, maximum use of equipment, elevator economy. It brings you *modern* elevator up-keep.

Otis Maintenance is available to you at a reasonable, flat yearly rate. Telephone local office for details. Otis Elevator Company—offices in the principal cities of the world, or at 260 Eleventh Avenue, New York City.

For a perfect MANHATTAN *Cocktail*

USE OLD OVERHOLT WHISKEY

Another "NATIONAL" Favorite

MOUNT VERNON—straight rye whiskey, bottled in bond under U. S. Government supervision, 100 proof . . . **OLD CROW Brand**—This straight rye or bourbon whiskey is 3½ years old, 93 proof.

OLD GRAND-DAD and **OLD TAYLOR**—Kentucky straight bourbon whiskies, bottled in bond under U. S. Government supervision, 100 proof.

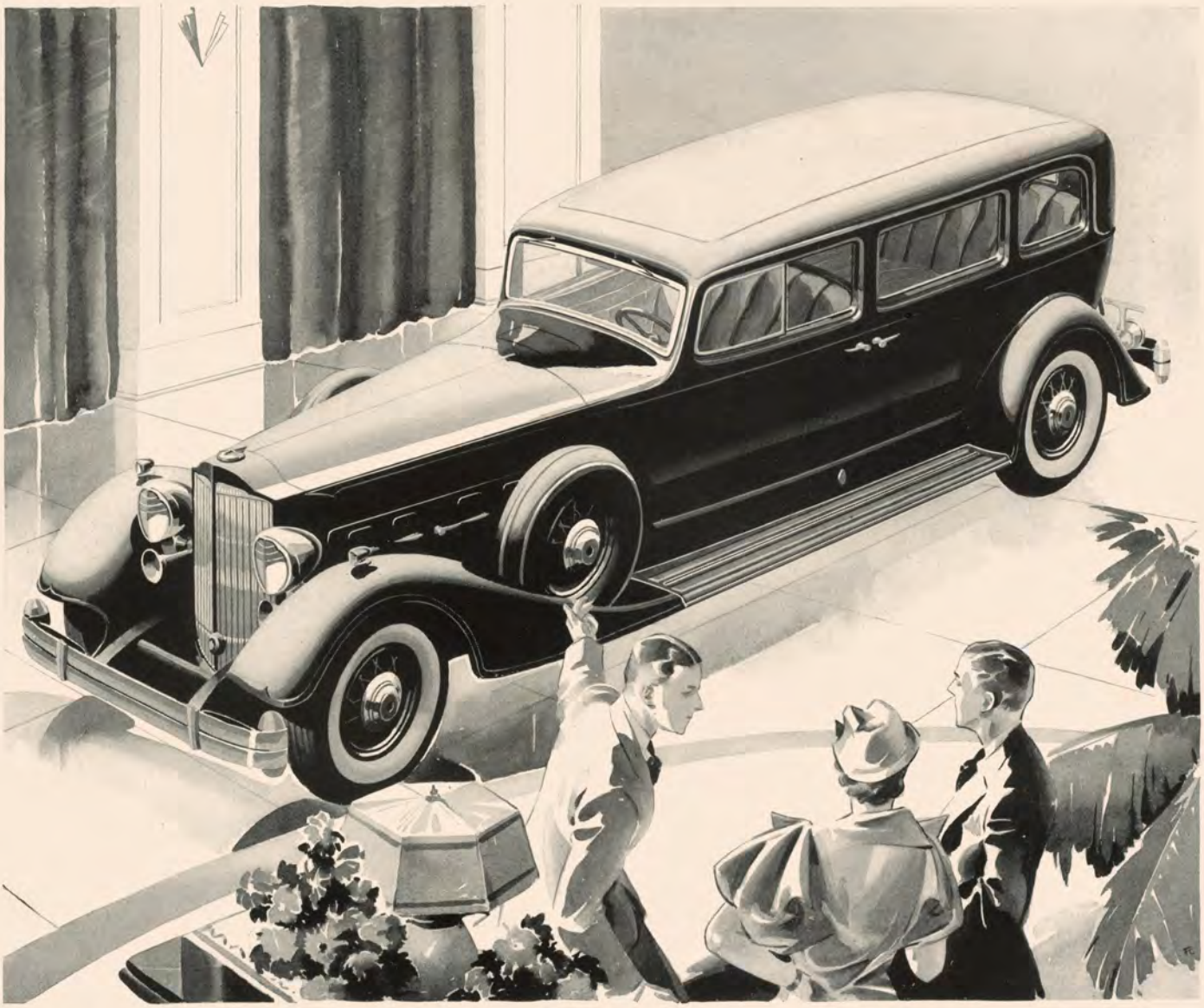
BLACK AND WHITE—blended Scotch whisky, 8 years old, 86.6 proof . . . **BUSHMILLS WHISKEY**—9 years old—produced in Ireland—90 proof.

DON Q—Puerto Rico Rum, 89 proof . . . **GILBEY'S GIN**—distilled from 100 per cent grain neutral spirits, 90 proof.

IN a zestful Manhattan, vermouth finds its perfect affinity in Old Overholt, a bottled in bond straight rye whiskey . . . rich and robust . . . as different as day and night. It belongs to that distinguished company of fine whiskies, brandies, wines and liqueurs, produced in America or brought from abroad by National Distillers, that have won an enviable world-wide repute.

Like the hallmark on sterling, the National Distillers emblem is a symbol of unquestioned quality. National Distillers Products Corporation, Executive Offices, 120 Broadway, New York.

YOUR GUIDE TO NATIONAL DISTILLERS GOOD LIQUORS



Packard urges you to borrow this yardstick

IF YOU plan to buy a fine car this year, Packard has a yardstick it wants to lend you.

That yardstick is the new 1934 Packard—a car deliberately designed to be the standard of value with which to judge all fine cars, American or European.

And this year, more than ever, the fine-car buyer needs such a yardstick.

For, within the past three years, there has been a revolution in automotive values. Engineers, taking the depression as a challenge, have accomplished miracles of improvement. The progress of a decade has been compressed into three "hard times" years.

Old prejudices should no longer influence you in your choice of a fine car. Habit and hearsay are not safe guides, if you want to get the most for your money. Packard believes that this year, of all years, you should *know!*

And the best way to know is to ride in every other fine car America can offer you. But ride in a Packard *first.*

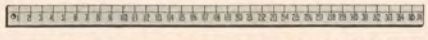
Use the knowledge you get behind the wheel of a new 1934 Packard to judge every other fine car. Measure your dollars in terms of what Packard gives you for them. Then see if you can match Packard value in any other car—on either side of the Atlantic.

And while you marvel at the performance of this new Packard, remember this—if you buy a Packard, you can plan to keep it at least five years. Five years from now your 1934 Packard will still give you peak performance. And five years from now your Packard will still be smart—for the lines of a Packard never wear out.

Why not telephone your Packard dealer today and ask him to bring a new Packard to your home? Take your choice of the new Eight, the new Super-Eight, or the new Twelve.

Drive it. Dare other fine cars to match it. Do this, and we'll leave it to you which car you'll want to own. We believe it will be a Packard.

PACKARD 1934



THE YARDSTICK WITH WHICH TO MEASURE ALL FINE CAR VALUES

THE PACKARD EIGHT · THE PACKARD SUPER-EIGHT
THE PACKARD TWELVE

Soak Patapar

Squeeze it

No loss of strength

Ordinary Papers quickly go to pieces

This paper can Take it!

"SIGNALS!" No sooner are they unscrambled than they're up again, ready for the next signals. These boys can "take it". Play after play they take their bumps and come up fighting, eager for more.

PATAPAR is like that. It stands the gaff . . . doesn't go to pieces in a crisis. Soak it. Squeeze it. Stretch it tight. For ordinary papers, this would be disastrous. But not for PATAPAR.

Why? Because this unique paper is made by a process, which transforms its component fibres into a wholly different sheet which is pure, white, tasteless, odorless, and *insoluble in water or grease!*

Readers of FORTUNE are invited to consider this phenomenon. During the past 48 years many a business executive has made many a dollar for his stockholders by adapting this insoluble PATAPAR to his company's needs.

"What", you may ask, "can I use it for?"

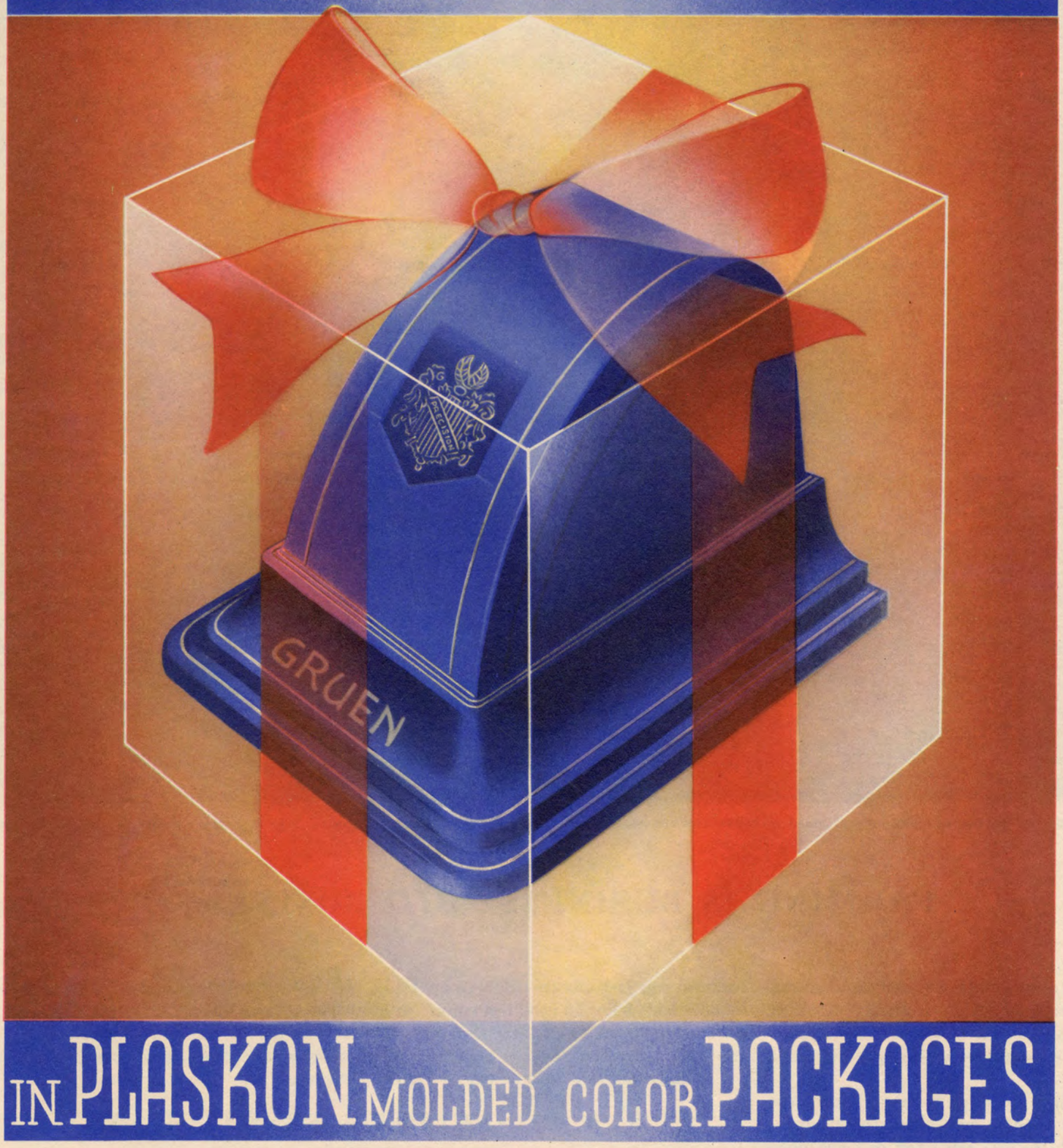
The answer to that lies in the special problems in your company's affairs. Possibly there is a situation facing you which indicates the use of this insoluble PATAPAR. Then write to us, outlining the use you have in mind. You will find us ready to cooperate with you in laboratory and practical tests. *Paterson Parchment Paper Company, Bristol, Pennsylvania.*

PATAPAR

REG. U. S. PAT. OFF.

THE POPULAR NAME FOR PATERSON VEGETABLE PARCHMENT

THREE MONTHS FROM NOW HUNDREDS OF THINGS WILL GO TO THOUSANDS OF PEOPLE



IN PLASKON MOLDED COLOR PACKAGES

For detailed information on Molded Color write the world's largest producers of urea plastics—

PLASKON COMPANY, INC. . . . 2125 SYLVAN AVENUE . . . . TOLEDO, OHIO.